Amendments to and Listing of the Claims:

Please cancel claims 91-113 and add new claims 114-148 as follows:

1-113. (canceled)

- In a video network, a computer-implemented method of inferring the gender of a viewer, the method comprising:
- (a) monitoring viewer interactions with a multimedia device to create a viewing record;
- (b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of gender based on one or more aspects of the viewing record; and
 - (c) inferring the gender of the viewer based on the probabilistic measure.
- 115. (new) The method of claim 114 wherein the viewing record includes the number of channel changes made by the viewer.
- 116. (new) The method of claim 115 wherein the heuristic rules assign the probabilistic measure based on the number of channel changes.
- The method of claim 114 wherein step (a) includes evaluating channel 117. (new) change commands and associated viewing times to create the viewing record.

- 118. (new) The method of claim 114, wherein the heuristic rules assign probabilities of a viewing record being associated with a gender group based on the viewing record.
- 119. (new) The method of claim 114, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.
- 120. (new) The method of claim 114 wherein the viewing record includes the number of channel changes made per time period.
- 121. (new) In a video network, a computer-implemented method of inferring the gender of a viewer, the method comprising:
- (a) monitoring channels viewed in a multimedia device by the viewer to create a viewing record;
- (b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of gender based on the viewing record; and
 - (c) inferring the gender of the viewer based on the probabilistic measure.
- 122. (new) The method of claim 121 wherein the heuristic rules assign the probabilistic measure based on monitored channel information in the viewing record.

- The method of claim 121 wherein the viewing record includes the number of channel changes made by the viewer.
- 124. (new) The method of claim 123 wherein the heuristic rules assign the probabilistic measure based on the number of channel changes.
- 126. (new) The method of claim 121, wherein the heuristic rules assign probabilities of a viewing record being associated with a gender group based on the viewing record.
- 127. (new) The method of claim 121 wherein the viewing record includes the number of channel changes made per time period.
- In a video network, a computer-implemented method of inferring the 128. (new) gender of a viewer, the method comprising:
- (a) monitoring viewer interactions with a multimedia device to create a viewing record, wherein the viewing record includes the number of channel changes made by the viewer within a time period;
- (b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of gender based on the number of channel changes in the time period; and
 - (c) inferring the gender of the viewer based on the probabilistic measure.

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- 129. (new) The method of claim 128 wherein the time period is pre-defined.
- 130. (new) The method of claim 128 wherein step (a) includes evaluating channel change commands and associated viewing times to create the viewing record.
- 131. (new) The method of claim 128, wherein the heuristic rules assign probabilities of a viewing record being associated with a gender group based on the viewing record.
- 132. (new) In a video network, a computer-implemented method of inferring the income of a subscriber, the method comprising:
- (a) monitoring viewer interactions with a multimedia device to create a viewing record;
- (b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of income based on one or more aspects of the viewing record; and
 - (c) inferring the income of the subscriber based on the probabilistic measure.
- 133. (new) The method of claim 132 wherein the viewing record includes the number of channel changes made by the subscriber.
- 134. (new) The method of claim 133 wherein the heuristic rules assign the probabilistic measure based on the number of channel changes.

- · 135. (new) The method of claim 132 wherein step (a) includes evaluating channel change commands and associated viewing times to create the viewing record.
- 136. (new) The method of claim 132, wherein the heuristic rules assign probabilities of a viewing record being associated with an income group based on the viewing record.
- 137. (new) The method of claim 132, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.
- 138. (new) The method of claim 132 wherein the viewing record includes the number of channel changes made per time period.
- 139. (new) In a video network, a computer-implemented method of inferring the income of a subscriber, the method comprising:
- (a) monitoring channels viewed in a multimedia device by the subscriber to create a viewing record;
- (b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of income based on the viewing record; and
 - (c) inferring the income of the subscriber based on the probabilistic measure.

- The method of claim 139 wherein the heuristic rules assign the 140. (new) probabilistic measure based on monitored channel information in the viewing record.
- The method of claim 139 wherein the viewing record includes the number 141. (new) of channel changes made by the subscriber.
- The method of claim 141 wherein the heuristic rules assign the 142. (new) probabilistic measure based on the number of channel changes.
- The method of claim 139, wherein the heuristic rules assign probabilities 143. (new) of a viewing record being associated with an income group based on the viewing record.
- The method of claim 139 wherein the viewing record includes the number 144. (new) of channel changes made per time period.
- In a video network, a computer-implemented method of inferring the 145. (new) income of a subscriber, the method comprising:
- (a) monitoring viewer interactions with a multimedia device to create a viewing record, wherein the viewing record includes the number of channel changes made by the subscriber within a time period;
- (b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of income based on the number of channel changes in the time period; and

- (c) inferring the income of the subscriber based on the probabilistic measure.
- 146. (new) The method of claim 145 wherein the time period is pre-defined.
- The method of claim 145 wherein step (a) includes evaluating channel 147. (new) change commands and associated viewing times to create the viewing record.
- The method of claim 145, wherein the heuristic rules assign probabilities 148. (new) of a viewing record being associated with an income group based on the viewing record.